

# **Maryland Marketing Partnership Board of Directors**

## **MEETING MINUTES**

**May 16, 2019**

### **Board Members in attendance:**

Secretary Kelly Schulz  
Laura Van Eperen  
Henry Fawell  
Keasha Haythe  
Justin Meighan  
Ammanuel Moore  
Capt. Eric Nielsen  
Paul Nolan  
Tom Sadowski  
Angela Sweeney  
Aaron Tomarchio

### **Board Members via phone:**

Sen. Cheryl Kagan  
Del Kris Valderrama  
Leonard Raley

### **Board Members absent:**

Josh Martin  
Marcus Stephens

### **Staff members in attendance:**

Tom Riford  
Sherri Diehl  
Liz Fitzsimmons  
Lutisha Williams

### **Guests in attendance:**

Carolyn Hammock (Commerce)  
Ron Thompson (HZ)  
Debbie Norris (HZ)

### **Meeting Commencement**

The meeting began at 2:08 p.m. at McCormick & Companies located at Hunt Valley, MD

### **I. Call to Order**

The meeting was called to order by Secretary Kelly Schulz. After the meeting was called to order, Paul Nolan of McCormick, their global headquarters, extended a warm welcome to the

Maryland Marketing Partnership Board. Secretary Schulz also introduced and welcomed a new board member, Justin Meighan from Liuna.

## **II. Board Members Introductions**

Secretary Schulz asked that each Board Member give a brief introduction of themselves and the companies they represent to the new board member, Justin Meighan.

## **III. Administrative Actions:**

### **a. Approval of Minutes of February 15<sup>th</sup> Meeting**

Angela Sweeney moved to approve the minutes and Aaron Tomarchio moved to second with no opposition.

After minutes were approved and second, Chairperson Schulz expressed to the Board that a new Executive Director be elected as well as a new Chairman. She explained to the Board that being that it is a Public-Private Partnership, she believes that a member of the private industry sit in the Chairman's position. She thinks that if the feel of this is that is all the Department of Commerce with the Executive Director and the staffing then it's more of Commerce reporting to the Board about things that are happening at the Department of Commerce instead of us having a feel of what's happening in the private sector. So, therefore, she expressed that she would be stepping down today (5/16/19) as Chairman of the Maryland Marketing Partnership. For the good of the partnership, she feels that the Board needs to move into being able to bring in those private entities.

### **b. Election of Executive Director**

Chairman Schulz opened the floor for the Board to elect a new Executive Director. Sherri Diehl introduced Tom Riford and asked him to share the responsibilities of his new role in the Department of Commerce. Tom Riford expressed that his role is Assistant Secretary of Tourism, Film and the Arts as well as Marketing and Communications. He expressed how great of a job that Sherri is doing as Acting Executive Director during the time that Allison Mayer (former Executive Director) moved over to the Governor's office. He expressed that part of his role is to also be the Executive Director of the

Maryland Marketing Partnership. He also expressed that he is from western Maryland and has a unique perspective on the State of Maryland.

Secretary Schulz formally nominated Tom Riford as the new Executive Director of the Maryland Marketing Partnership Board. Tom Sadowski second. No objections.

#### **IV. Campaign Update - HZ**

Debbie Norris and Ron Thompson of HZ provided a status update of the marketing campaign which has been running now for about 18-months (in-state and out-of-state). On social media, LinkedIn was added to focus on workforce. Adding in the fall, we will be expanding into Podcast, C-Level executives for marketplace and marketplace tech. They will be hyper-local targeting workforce.

Secretary Schulz expressed the concrete data points that was mentioned in the last meeting for the ad campaign. After collaboration with the Board, it was determined that the campaign has to go through another cycle in terms of retrieving accurate data information of the first ad. The spring launch and going into the fall, she feels will be quite helpful for gathering those data points.

Sherri directed the Board to the brochure which will be the collateral piece to reach potential partners for the campaign. The Board was asked to watch a short new video which will highlight the Maryland branding message. It will also be posted on the website.

#### **VI. Financial and Fundraising Updates**

As a financial update, Mr. Raley shifted to the revenue side and stated that we have \$50,000 still to collect from 2018. All companies have been invoiced. In 2019, we are projected to collect an additional \$619,000 – bringing the total collected for 2019 to just over \$1,445,000. We anticipate an additional \$1 million State appropriation on July 1, 2019. On the expense side, total expenses to date are around \$1.2 million. This reflects expenses since February of an additional \$400,000 primarily media placements.

Currently, there is a balance of \$3.2 million. In terms of planning, we project spending through December 2019 to be around \$2.3 million; including a total of \$1.8 million for media.

Additional expenses include the Governor's Business Summit in September, media and advertising services from HZ, consultant fees, and the BIO Conference coming up next month.

Sen. Kagan posed the question to the Board as it relate to transparency, what is required and what we are doing in terms of disclosure of who our donors are and from a perspective donor, what is it that they get or levels of giving? Sherri Diehl responded by saying that every donor is listed on the website, the partnership brochure, and every one of the deliverables are listed inside of the brochure as well as the website.

Secretary Schulz elaborated on Sherri's response to Sen. Kagan and indicated that on page 16 and 17 of the Branding Campaign Brochure, it outline what the specific benefits are for becoming a partner and their categories of funding levels and what we can do to reach new entrepreneurs and to get them engaged at a monetary level.

#### **VII. Governor's Business Summit Update (9/20/2019)**

Ms. Diehl shared with the board that 2019 Governor's Business Summit website has launched and the registration page will be added shortly for potential attendees to register. Ms. Diehl also mentioned that a brochure was mailed out recapping the 2017 Summit with a Save-the-Date and there has been some response from potential sponsors and speakers. In an effort to confirm keynote speakers, efforts have been unsuccessful. Sherri expressed that the Summit is still a workforce theme and solicit the Board's assistance in possible "speakers."

#### **IX. Good of the Order**

The good of the order is the upcoming BGE Breakfast on June 6<sup>th</sup>. Mr. Riford informed the Board that Ms. Carolyn O'Keefe resigned as the Board's fundraising consultant and we will be looking to fill her position. Mr. Riford implore the Board's assistance in finding a replacement for Ms. O'Keefe.

#### **X. UPDATED: 2019 Meeting Dates: August 29, November 15**

#### **XI. Adjournment:**

The business meeting adjourned at 2:49 p.m.